DEC 1 5 1980

Item 216-A-1 FEMA 102 M46

FA-30
October 1980

MEDIA IDEAS WORKBOOK

ORIGIN

COMPLETED

KEEP it...

in its PLACE!

Safe Smokers do it in an Ashtray!

SPACE HEATERS...

Your Local Teddy Bear Fire Dept. Lifeline: 555-1212

NEED SPACE!

federal emergency management agency
U.S. fire administration

FEDERAL EMERGENCY MANAGEMENT AGENCY
Washington D.C. 20472

To the Public Fire Educator

"Resources!" This one word identifies the prime ingredient for all public fire education programs. But resources are not only money, equipment or people's time; resources are also ideas.

This book is a resource for public fire educators who use or would like to use local mass media in their fire education campaigns. It contains ideas for television public service announcements and supporting print brochures on five major fire education topics.

These PSA's and brochures were developed by Public Fire Educators participating in a national conference on "Fire Prevention and the Media," sponsored by this office and hosted by the Phoenix Fire Department on June 25-27, 1980. The approximately 100 attendees represented the 18 states participating in our Public Education Assistance Program, as well as fire departments from across the country with strong public fire education and media programs. The Conference participants, working in small groups, were assigned the task of designing the basic elements for a media-based fire education campaign.

With the exception of some minor editorial work, the combination of similar concepts and, of course, final rendering of the illustrations, the material developed by those fire educators is printed here.

We hope that these ideas for PSA's and brochures will, in various local forms, be produced and used in fire education campaigns across the country. After all, this resource belongs to you.

Richard Strother
Associate Administrator
Office of Planning and Education
U.S. Fire Administration

USER'S GUIDE

The concepts, copy and visual suggestions displayed in these PSA story boards and brochure "dummies" have been developed by fire educators for fire educators. The story boards and dummies are free of any copyright restrictions. You can change, adjust or adopt this material to suit your local campaign needs.

In order to produce the television spots, you will need the assistance of a television station, or a film company, film school, or an advertising agency. As you plan your fire education campaign, request the help of these media organizations right from the start. Generally, you will find that they are very willing to help, not only by contributing production time and/or talent, but in getting the material on the air.

Some of the production costs can be reduced by using 35mm slides with a voice over narration. While this is certainly not as polished as "live-action", it is significantly cheaper. Again, talk this over with the media representative on your public education committee. And don't forget radio. For the most part, the fire educators who created these TV PSA's indicated that radio spots could be made using the voice over track alone. This is a very cost-effective solution. Therefore, when you create the TV audio track, consider adding simple music and/or sound effects to simultaneously create a radio spot.

Illustrations, headlines, and layout for the brochures are included; you can write your own copy for the brochures. An ad agency or vocational school may be able to help produce the brochures. Your biggest cost in brochure production may be typesetting, a service which might be donated. Remember that two-color printing (two colors of ink) will almost double the printing cost; sometimes using a colored paper will provide the same effect for almost half the cost. Insist on reviewing the camera-ready art before printing the brochures. You may also ask someone who has not been involved in the brochure's production to review the camera-ready art — an uninvolved person may catch a mistake, such as a typo, which you missed.

The key to all public education campaigns is planning. Planning will help you obtain the largest impact from your available resources. The Office of Planning and Education is available to assist you and your fire education committee through workshops and technical assistance in both public education planning and the use of mass media. For information contact:

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1.

SCALES

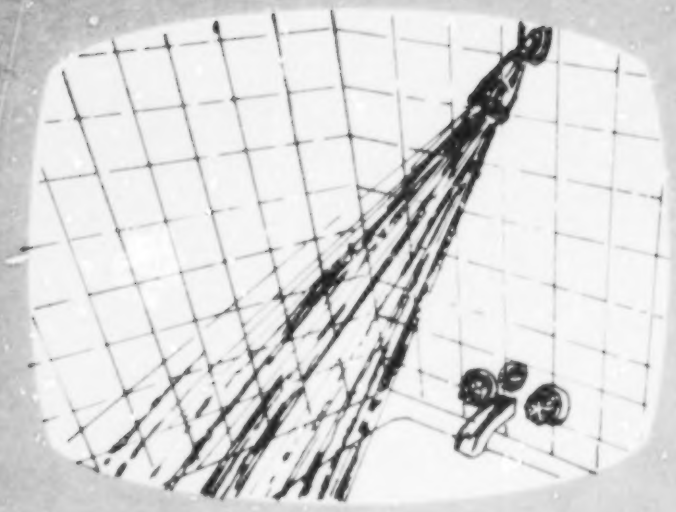
TV PEAK

"Sharp" -20
"Fat Head" -20

BROCHURES

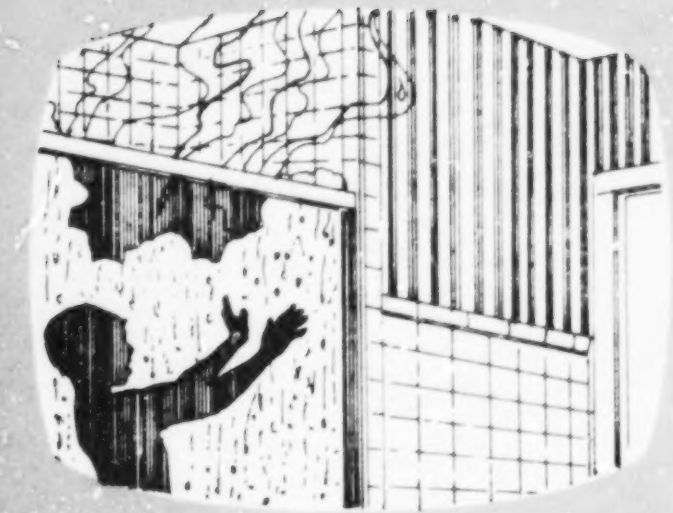
Hot Liquids do Bowl
Scalds and Burns

best copy available



1. SFX. Sound Effect

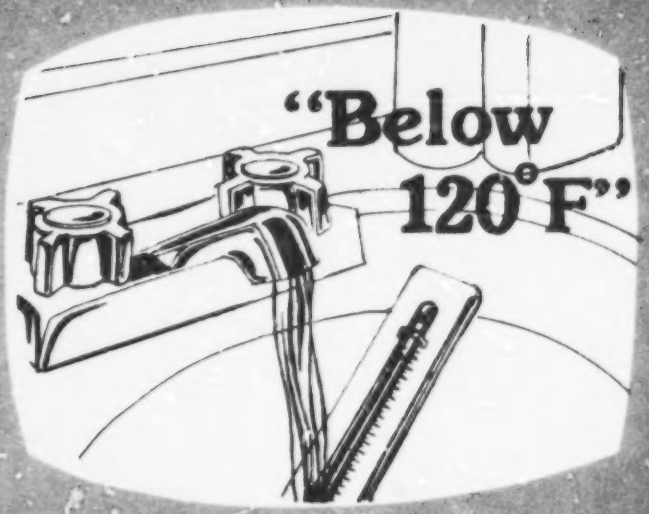
2. SFX. Water



3. Child: (Screams)
Mommy! (echos out)

4. Voice Over: Hot Water...It can burn

5. ...like Fire! To prevent scalds,



6. keep your hot water temperature <u>below</u> 120°F.

KEEP HOT WATER COOL!

(Local Fire Dept. Logo)

7. Don't get burned. Keep Hot Water Cool. A message from your Fire Department.

1. Music

2. Music build

3. Music build

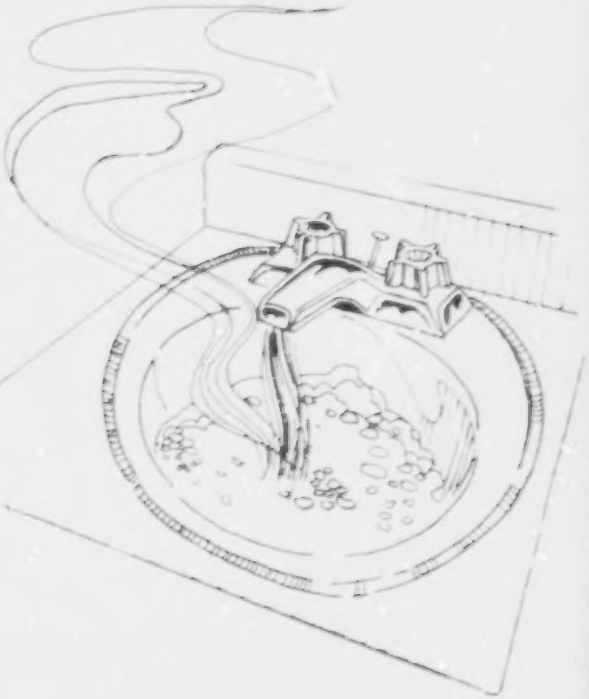
4. Voice Over: Hot water can burn like fire.

5. Don't let your children be pan handlers.

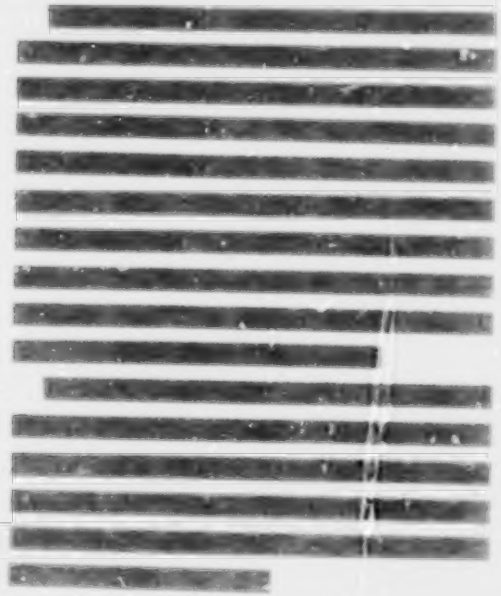
6. Take time to turn handles out of reach.

7. Remember. Scalds are burns. Turn your pan handles in. A message from your Fire Department.

HOT LIQUIDS DO BURN!



The Solution



SCALDS ARE BURNS

The Problem

[redacted]

The Shower

[redacted]

The Stove

[redacted]

2.

Spot: "Kiss" :10

1. SFX: TV

2. SFX: TV

3. SFX: Smoke detector alarm

Dad: Just testing our smoke detector.

4. Voice over: A message from your Fire Department

1. SFX: Boy whistling

2. SFX

3. SFX

4. Boy: Hey, Dad?

5. Dad: Hi, Son! How're you doing?

6. Boy: That smoke detector thing..., how come it never makes any noise?

7. Dad: It's not supposed to...unless there's a fire.

8. Boy: How do we know it will work?

Test Your Smoke Detector WEEKLY

9. Voice Over: Test your smoke detector according to manufacturer's instructing or

LOCAL FIRE DEPARTMENT non-emergency Phone

10. Call your Fire Department for assistance.

Spot: "Test Day" :30

1. Narrator: There is an easy way to help keep your family safe and sound.

2. Buy a smoke detector and test it regularly. SFX: Detector alarm.

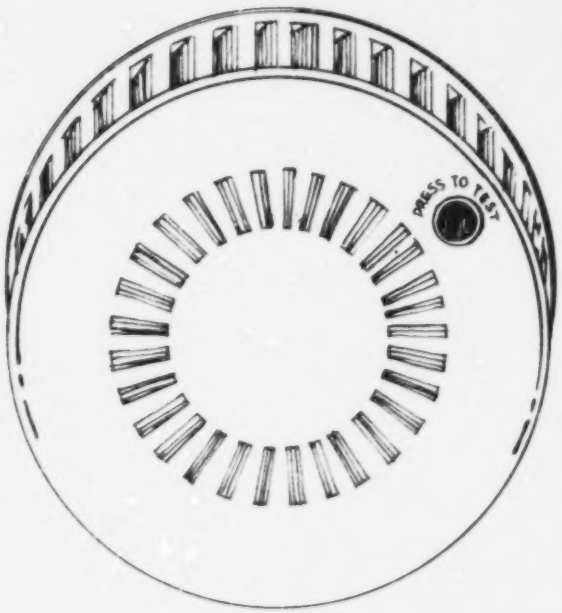
3. Your smoke detector should be tested weekly. Follow the manufacturer's instructions.

4. Its job is to protect you while you sleep.

TUESDAY
IS TEST DAY
(Local F.D. Tag)

5. Your job is to make sure the detector works. Make Tuesday your test day.

Can Your Smoke Detector Pass the Test?



Know for sure

[redacted]

Blow Smoke

[redacted]

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	**25**	26	27	28	29	30
31						

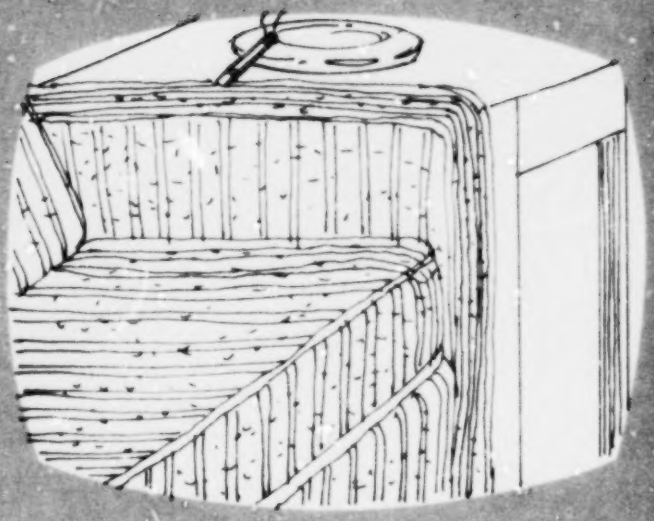
Every Week

[redacted]

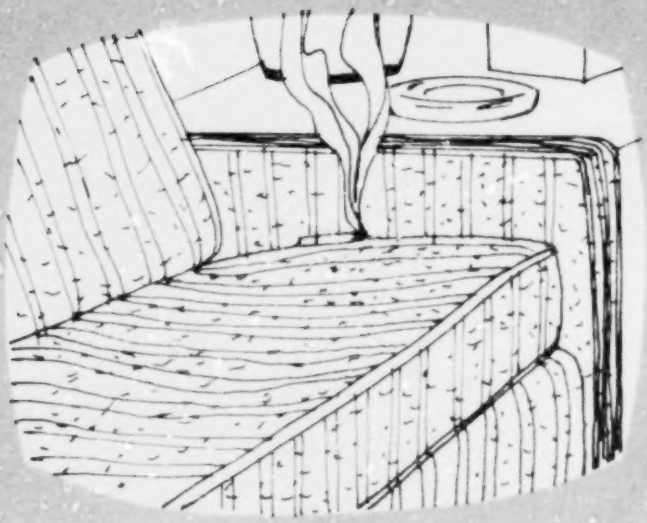
3.

Spot: "Ashes" :10

1. Children skipping rope, singing: "Ashes...



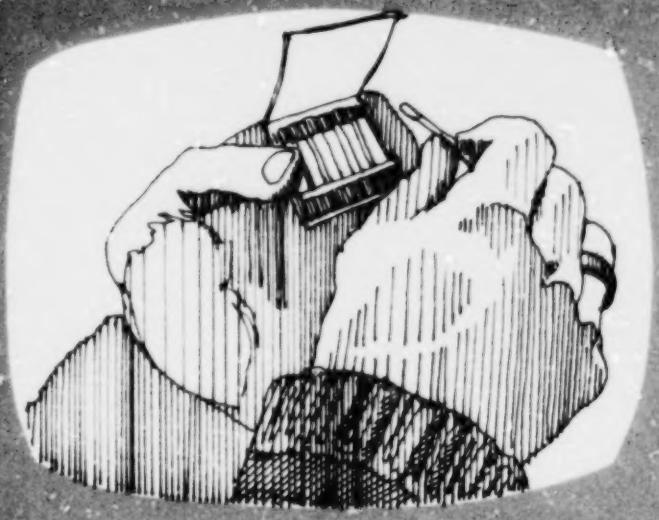
2. Ashes



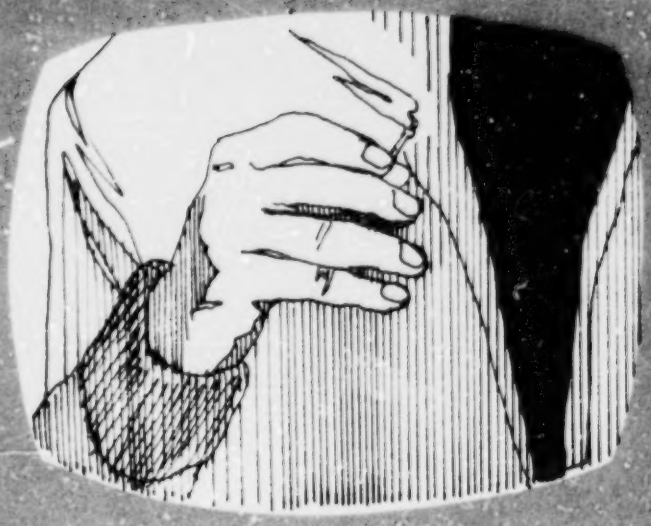
3. We all fall...

4. ...down."

LOCAL
FIRE
DEPARTMENT
LOGO

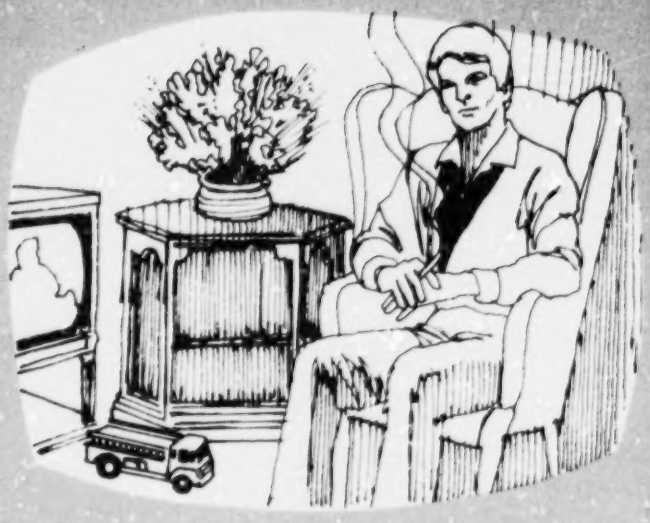


1. SFX: Match being struck. Sound of TV in background



2. SFX: Live sound effects

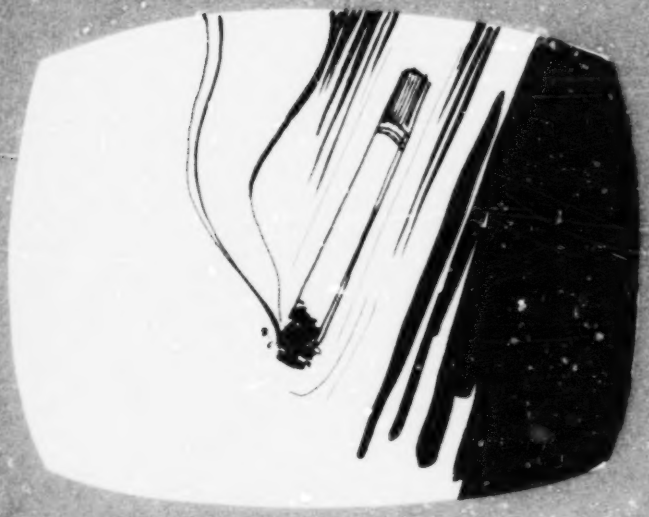
3. SFX: Live sound effects



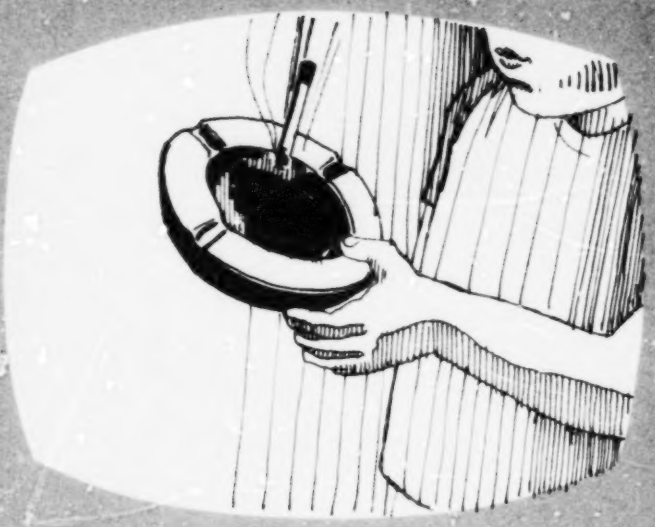
4. SFX: Live sound effects

5. SFX: Live sound effects

6. SFX: Live sound effects



7. SFX: Live sound effects

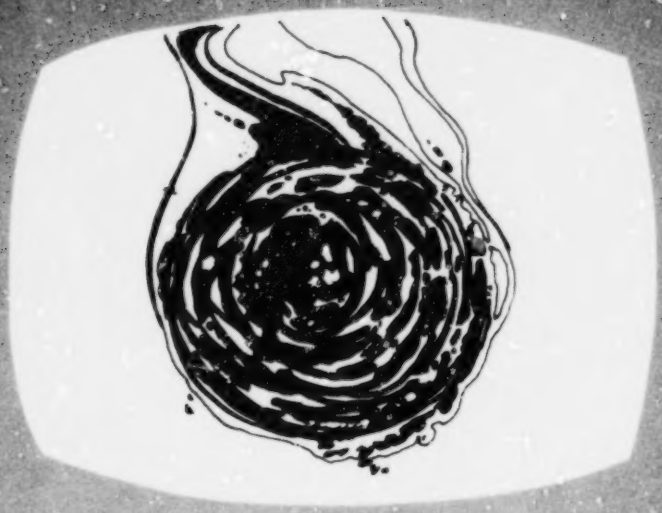


8. SFX: Live sound effects

9. Child: Be careful with fire

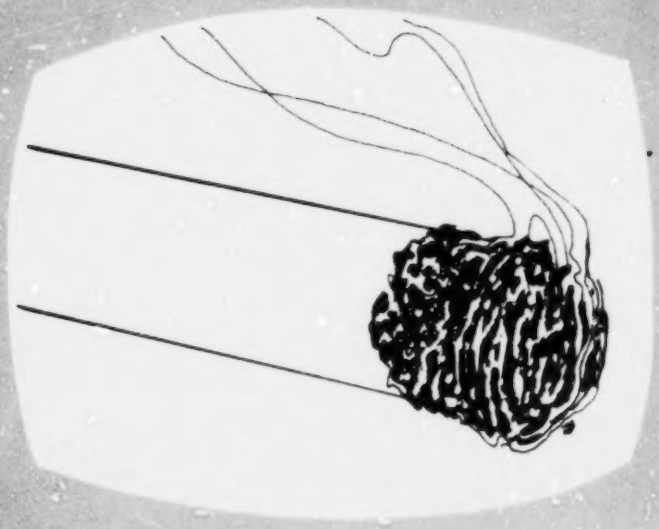
10. For me, Daddy?

LOCAL FIRE DEPARTMENT LOGO



1. Music - dramatic

2. Music builds

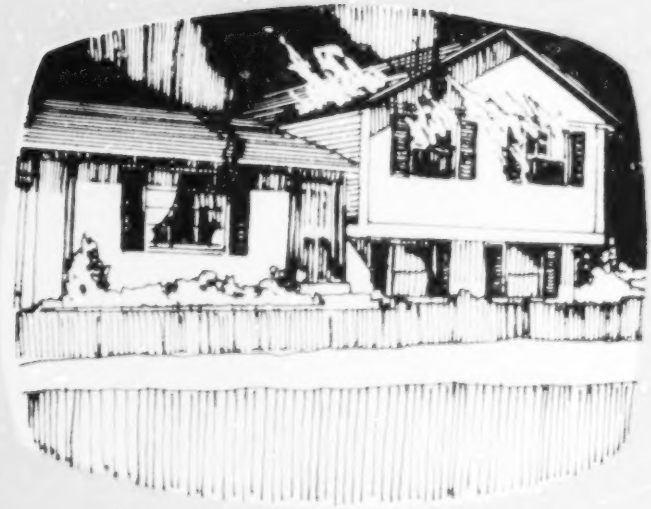


3. Music

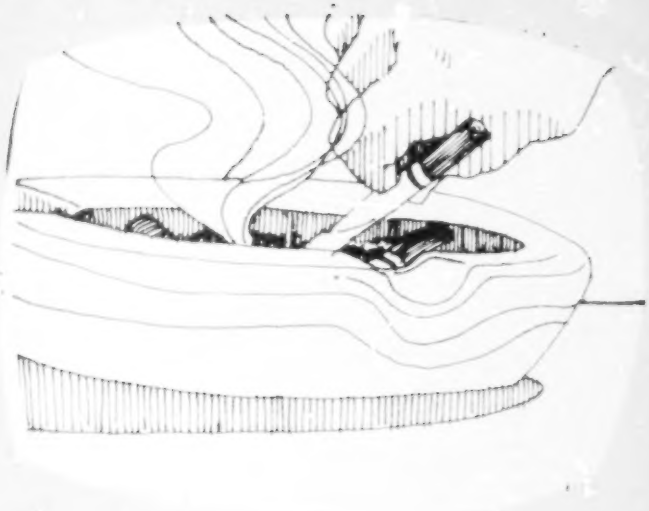
4. Music

5. Music

6. Music builds



7. Voice Over: If you smoke...



8. ...Keep it in its place

LOCAL FIRE DEPARTMENT TAG

9. A health message from your Fire Department

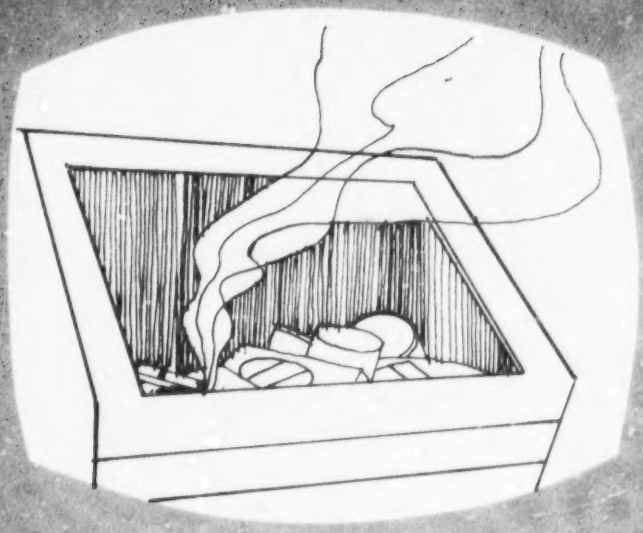
Spot: "In Its Place #2" :30

1. Music - drums

2. Music

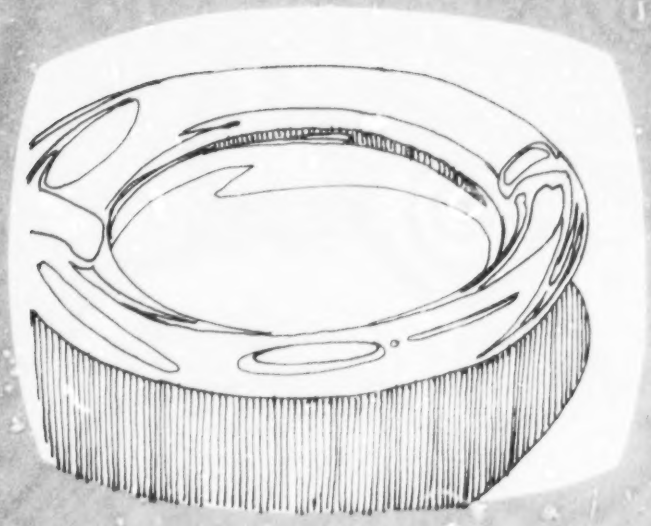
3. Fire sounds

4. Music

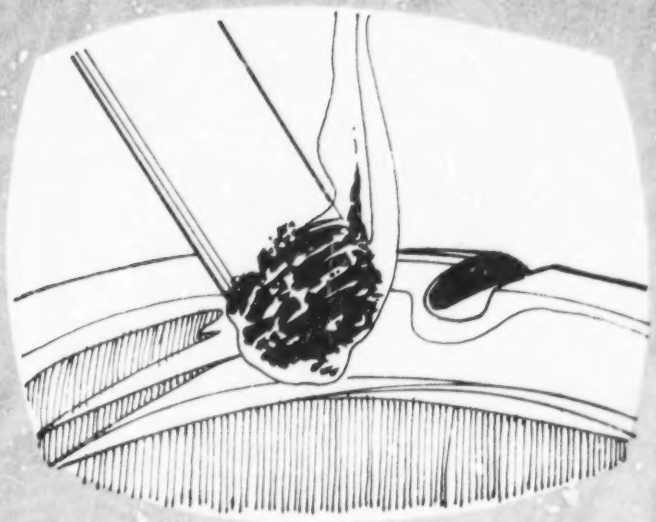


5. Music

6. Fire sounds



7. Music builds



8. Music builds

(Local F.D. Tag)

9. Sting
Voice Over: Keep it in its place

10. Voice Over: This message brought to you by _____ Fire Department

KEEP it...

in its PLACE!

Safe Smokers do it in an Ashtray!

4.

SPACE HEATING

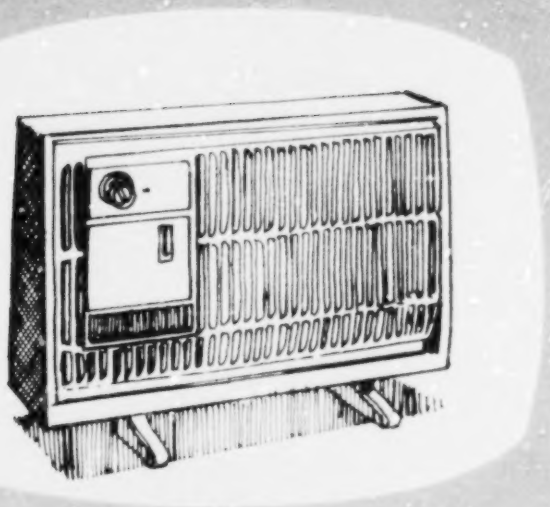
TV PSAs

"Purchase" :30
"Three Things" :30

BROCHURE

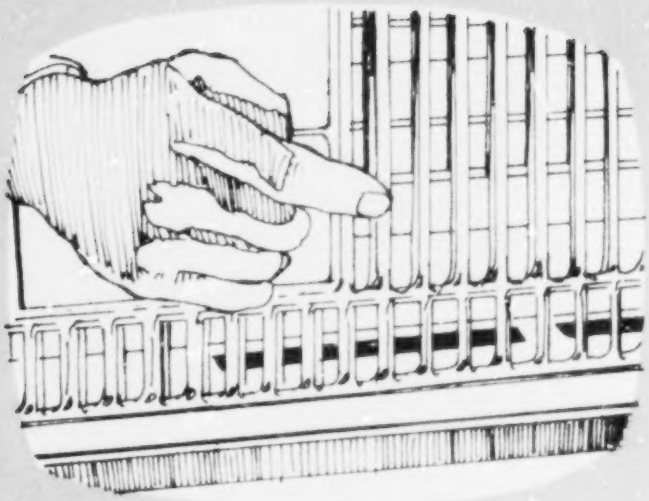
Space Heaters...Need Special

Spot: "Purchase" :30



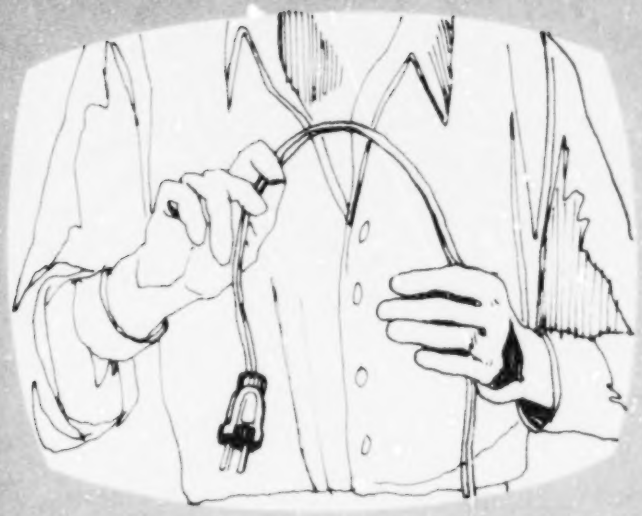
1. Voice over: Electric space heaters can keep you warm this winter, safety. But before you purchase,

2. be sure the unit is listed by an approved testing agency,



3. be sure the unit has a protective screen

4. and a "tip-over" switch.

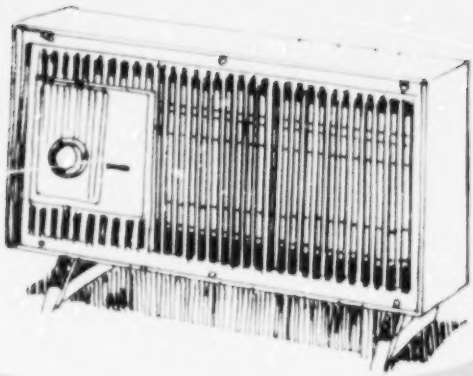


5. And one more thing, periodically check the power cord for breaks or abrasions. This winter, don't let your heater push you out in the cold.

Fire Dept. Logo

6. A message from _____ Fire Department

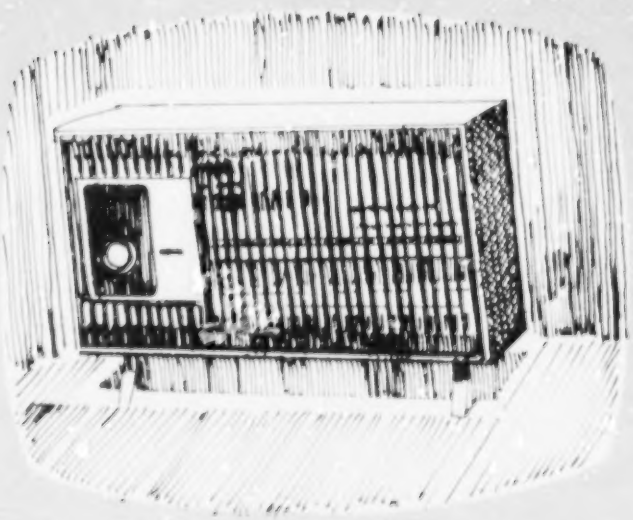
Spot: "Three Things" :30



1. Voice over: Electric space heaters can keep you warm this winter, safely. Just follow three simple precautions.

2. One, keep combustable materials, paper or cloth, away from the unit.

3. Two, keep small children away from the heater



4. and three, remember, electric space heaters should be treated as an open flame

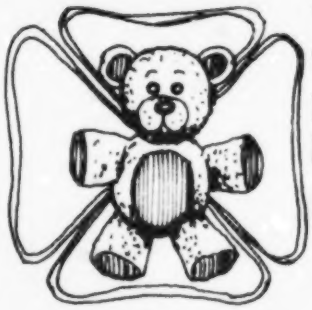
5. and never left unattended.

6. This winter, don't let your heater push you out into the cold.

FIRE DEPT LOGO

SPACE HEATERS...

NEED SPACE!



Your Local Teddy Bear Fire Dept. Lifeline:

555-1212

Have You taken a Good

Look at Your Space Heater Lately?"

[redacted]

[redacted]

5.

MEDIA SURVEY PROGRAM

TV PSAs

"Before or After" :30
"We Can Sleep Tonight" :30

BROCHURE

"We Can Sleep Tonight!

Spot: "Before or After" :30

1. Voice Over: Each year over 8,000 people lose their lives to fire. What can you do to protect your life and property?

2. Your Fire Department is ready to help. During the next several weeks, (months)

3. members of your Fire Department will provide a free fire safety

4. survey of your home to

5. help you identify and correct common fire hazards.

6. and plan and practice for an emergency. Let the Fire Department visit you before...

7. ...not after. To arrange for

FIRE SAFETY SURVEY
(Phone No.)
Fire Department Name

8. a fire safety survey, call _____. Your Fire Department still makes house calls.

Spot: "We Can Sleep Tonight" :30

1. Wife: Oh, Honey'

2. The Fire Department was here today.

3. Husband: What happened? Did you have a fire?

4. Wife: No. They were doing a home Fire Safety Survey. The Fire Department pointed out some potential fire hazards I never knew we had.

5. Wife: And I have corrected them all.

6. Husband: Good. We can sleep well tonight.

HOME FIRE SAFETY SURVEY

(Phone No.)

7. solve over. Call _____ and let your Fire Department check your home for hazards. They would like to sleep well, too.

Your Fire Department Wants You to Know About...

HOME SAFETY VISITS

"We can sleep tonight!"

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